

COMMUNITY DEVELOPMENT AUTHORITY

OFFICIAL MINUTES

March 14, 2016

1. **Call to Order** – meeting was called to order by Secretary Harvey Potter at 5:31 p.m.
2. **Determination of quorum and that the meeting was properly posted** - It was confirmed that a quorum was present and the meeting was properly posted. In attendance were Mick Conrad, Mike Eldred, John Hogan, Jennifer Pickel, and Harvey Potter. Jim Ahearn and Jerrud Rossing were absent and excused. Also in attendance were Village Administrator Matt Giese, Village Attorney Lee Boushea, Planning Director Erin Ruth, and Kyle Adams from Ruedebusch.
3. **Public Appearances** - There were no public appearances.
4. **Discuss and consider approval of minutes of the February 8, 2016 CDA meeting** – Motion by Potter and second by Conrad to approve minutes as presented. Motion approved 4 – 0 with one abstention.
5. **Discuss and consider outline of business development strategy, which will form the basis of the Economic Development Chapter in the Village Comprehensive Plan** – Ruth presented his staff report which provided an outline of a draft business development strategy, and explained how the outline could also be developed into a new Economic Development chapter in the Village Comprehensive Plan. Ruth also provided background on statutory requirements for a comprehensive plan generally, and for the Economic Development chapter in particular. Discussion that followed focused on the segment of the outline which discussed planning for specific geographic areas, in particular the Main St. and Cottage Grove Road intersection. It was agreed that staff should use feedback to create a second draft for the review at the next meeting.
6. **Review and discuss data related to business/industry clustering in Madison region** – Ruth explained that a statutory requirement of the Economic Development chapter in a comprehensive plan is the identification of business types that are desired within the community. Ruth then presented his staff report which proposed using a matrix to prioritize various industry/business types based on various criteria. Ruth stated he was looking for feedback on the general appropriateness of a matrix, the applicability of the proposed criteria, and the potential prioritization of the criteria. There was discussion of the criteria regarding being near similar businesses as the adjacency could provide synergy for some industries or unnecessary competition for others. Hogan suggested that negative phrasing in some categories may be problematic. Conrad suggested appropriateness of an industry will vary by location in the Village. Ruth suggested that scoring should account for different areas. It was agreed that staff should use feedback to create a second draft for review at the next meeting.
7. **Future agenda items** – as noted above.

8. Adjournment – Motion by Potter and second by Pickel to adjourn at 6:45 p.m.